



Global and local concerns: What attitudes and beliefs motivate farmers to mitigate and adapt to climate change?

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Abstract:

In response to agriculture's vulnerability and contribution to climate change, many governments are developing initiatives that promote the adoption of mitigation and adaptation practices among farmers. Since most climate policies affecting agriculture rely on voluntary efforts by individual farmers, success requires a sound understanding of the factors that motivate farmers to change practices. Recent evidence suggests that past experience with the effects of climate change and the psychological distance associated with people's concern for global and local impacts can influence environmental behavior. Here we surveyed farmers in a representative rural county in California's Central Valley to examine how their intention to adopt mitigation and adaptation practices is influenced by previous climate experiences and their global and local concerns about climate change. Perceived changes in water availability had significant effects on farmers' intention to adopt mitigation and adaptation strategies, which were mediated through global and local concerns respectively. This suggests that mitigation is largely motivated by psychologically distant concerns and beliefs about climate change, while adaptation is driven by psychologically proximate concerns for local impacts. This match between attitudes and behaviors according to the psychological distance at which they are cognitively construed indicates that policy and outreach initiatives may benefit by framing climate impacts and behavioral goals concordantly; either in a global context for mitigation or a local context for adaptation.

Source: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3530505>

Resource Description

Communication:

resource focus on research or methods on how to communicate or frame issues on climate change; surveys of attitudes, knowledge, beliefs about climate change

A focus of content

Other Communication Audience: Farmers

Exposure :

weather or climate related pathway by which climate change affects health

Extreme Weather Event, Food/Water Security, Food/Water Security, Temperature

Extreme Weather Event: Drought

Climate Change and Human Health Literature Portal

Food/Water Security: Agricultural Productivity

Temperature: Fluctuations

Geographic Feature: ☒

resource focuses on specific type of geography

None or Unspecified

Geographic Location: ☒

resource focuses on specific location

United States

Health Co-Benefit/Co-Harm (Adaption/Mitigation): ☒

specification of beneficial or harmful impacts to health resulting from efforts to reduce or cope with greenhouse gases

A focus of content

Health Impact: ☒

specification of health effect or disease related to climate change exposure

Health Outcome Unspecified

Mitigation/Adaptation: ☒

mitigation or adaptation strategy is a focus of resource

Adaptation, Mitigation

Population of Concern: A focus of content

Resource Type: ☒

format or standard characteristic of resource

Research Article

Timescale: ☒

time period studied

Time Scale Unspecified